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1 an Internet browser stored in the memory, the Internet browser being
2 dynamically loadable for execution on the processor when the tuner is tuned to a
3 channel carrying a video content program that is interactive.--
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5 --57. A viewer computing unit as recited in claim 56, and further
6 comprising:

7 an electronic programming guide (EPG) stored in the memory and
8 executable on the processor to organize programming information, the EPG
9 associating a target specification to a target resource with a video content program;
10 and

11 the Internet browser activating the target resource when the tuner is tuned to
12 the video content program. --
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14 --58. A method for presenting an interactive program, comprising the
15 following steps:

16 receiving a program as a continuous stream of video data;

17 receiving digital data for supporting interactive functionality in relation to
18 the program;

19 displaying the program within a program boundary on a visual display
20 screen;

21 presenting supplemental content from the digital data in a presentation
22 format on the visual display screen which enables the interactive functionality;

23 dynamically controlling location and shape of the program boundary and
24 the presentation format of the supplemental content relative to the program
25 boundary on the visual display screen; and

presenting the supplemental content outside of the program boundary.--

--59. A method for presenting an interactive program, comprising the following steps:

receiving a program from a first source as a continuous stream of video data;

receiving digital data from a second source that is different than the first source for supporting interactive functionality in relation to the program;

displaying the program within a program boundary on a visual display screen;

presenting supplemental content from the digital data in a presentation format on the visual display screen which enables the interactive functionality; and

synchronizing presentation of the supplemental content to corresponding points in the program.--

--60. A computer programmed to perform the following steps:

receiving a program from a first source as a continuous stream of video data;

receiving digital data from a second source that is different than the first source for supporting interactive functionality in relation to the program;

displaying the program within a program boundary on a visual display screen;

presenting supplemental content from the digital data in a presentation format on the visual display screen which enables the interactive functionality; and

1 dynamically controlling location and shape of the program boundary and
2 the presentation format of the supplemental content relative to the program
3 boundary on the visual display screen.--

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5 ~~SUB~~ ~~DISC~~ ~~DISC~~ --61. A computer-implemented method for activating interactive
6 supplemental content for a video content program upon tuning to a channel
7 carrying the program, comprising the following steps:

8 determining if the program is interactive compatible, where interactive
9 compatible programs are associated with target resources containing data which
10 support interactive functionality in conjunction with the associated programs, the
11 target resources being located by corresponding target specifications; and

12 in an event that the program is interactive compatible, retrieving a target
13 specification associated with the program and dynamically launching an Internet
14 browser to activate the target resource in support of interactive functionality for the
15 associated program.--

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17 --62. A computer-implemented method as recited in claim 61, wherein the
18 target specifications are correlated with associated programs in a program listing,
19 and further comprising the following steps:

20 checking the program listing to ascertain whether the program is interactive
21 compatible; and

22 determining that the program is interactive compatible by presence of a
23 target specification being associated with the program in the program listing.--

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25 --63. A computer programmed to perform the steps recited in claim 61.

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~~64. A computer-implemented method for activating interactive supplemental content for a video content program upon tuning to a channel carrying the program, comprising the following steps:~~

~~determining if the program is interactive compatible by checking a channel separate from said program channel for presence of the supplemental content in conjunction with the program being received on said program channel, where interactive compatible programs are associated with target resources containing data which support interactive functionality in conjunction with the associated programs, the target resources being located by corresponding target specifications; and~~

~~in an event that the program is interactive compatible, retrieving a target specification associated with the program and dynamically launching an Internet browser to activate the target resource in support of interactive functionality for the associated program.--~~

~~--65. A computer-implemented method for activating interactive supplemental content for a video content program upon tuning to a channel carrying the program, comprising the following steps:~~

~~determining if the program is interactive compatible, where interactive compatible programs are associated with target resources containing data which support interactive functionality in conjunction with the associated programs, the target resources being located by corresponding target specifications;~~

~~displaying an icon to visually inform the viewer that the program is interactive compatible; and~~

1 in an event that the program is interactive compatible, retrieving a target
2 specification associated with the program and launching an Internet browser to
3 activate the target resource in support of interactive functionality for the associated
4 program.--

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6 --66. A computer-implemented method for activating interactive
7 supplemental content for a video content program upon tuning to a channel
8 carrying the program, comprising the following steps:

9 determining if the program is interactive compatible, where interactive
10 compatible programs are associated with target resources containing data which
11 support interactive functionality in conjunction with the associated programs, the
12 target resources being located by corresponding target specifications;

13 displaying the interactive supplement content in response to the viewer
14 activating the icon; and

15 in an event that the program is interactive compatible, retrieving a target
16 specification associated with the program and launching an Internet browser to
17 activate the target resource in support of interactive functionality for the associated
18 program.--

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20 --67. A computer-implemented method for activating interactive
21 supplemental content for a video content program upon tuning to a channel
22 carrying the program, comprising the following steps:

23 determining if the program is interactive compatible, where interactive
24 compatible programs are associated with target resources containing data which
25

1 support interactive functionality in conjunction with the associated programs, the
2 target resources being located by corresponding target specifications;

3 in an event that the program is interactive compatible, retrieving a target
4 specification associated with the program and launching an Internet browser to
5 activate the target resource in support of interactive functionality for the associated
6 program; and

7 automatically displaying the interactive supplement content together with
8 the interactive compatible program.--

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10 --68. A method for creating a data structure in a storage medium that is used
11 to organize programming information, comprising the following steps:

12 forming data fields in a storage medium to hold programming information
13 pertaining to video content programs, some of the data fields holding text-based
14 data; and

15 adding a target specification which references a target resource containing
16 data that supports interactive functionality with respect to various ones of the video
17 content programs by at least one of (1) forming a separate data field to hold the
18 target specification for an associated video content program, or (2) embedding the
19 target specification within the text-based data held in a data field.--

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21 --69. A computer programmed to perform the steps recited in claim 68.--

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23 --70. A storage medium having a data structure created according to the
24 steps recited in claim 68.--

1 --71. A method for authoring an interactive entertainment program,
2 comprising the following steps:

3 constructing digital data to support interactive functionality with a video
4 content program, the digital data being configured to permit a viewer to
5 interactively control display of supplemental content along with the video content
6 program;

7 defining a display layout of how the supplemental content and the video
8 content program are displayed in relation to one another;

9 developing timing information to synchronize presentation of the
10 supplemental content in conjunction with the video content program; and

11 encoding the digital data with instructions to dynamically change the
12 display layout of the supplemental content and the video content program and to
13 alter the display layout of the supplemental content and the video content program
14 in response to the timing information.--

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16 --72. A method for authoring an interactive entertainment program,
17 comprising the following steps:

18 constructing digital data to support interactive functionality with a video
19 content program, the digital data being configured to permit a viewer to
20 interactively control display of supplemental content along with the video content
21 program;

22 defining a display layout of how the supplemental content and the video
23 content program are displayed in relation to one another;

24 encoding the digital data with instructions to dynamically change the
25 display layout of the supplemental content and the video content program; and

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1 storing the digital data with instructions as a target resource in a storage
2 medium.--

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4 --73. A target resource stored in a storage medium which is constructed
5 according to the steps recited in claim 39.--

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7 --74. A computer programmed to perform the following steps:
8 constructing digital data to support interactive functionality with a video
9 content program, the digital data being configured to permit a viewer to
10 interactively control display of supplemental content along with the video content
11 program;

12 defining a display layout of how the supplemental content and the video
13 content program are displayed in relation to one another; and

14 encoding the digital data with instructions to dynamically change the
15 display layout of the supplemental content and the video content program.--